



TENNESSEE DEPARTMENT OF

EDUCATION

DIVISION OF CAREER AND TECHNICAL EDUCATION

Business Management & Administration, Finance, and Marketing Standards Revision (Phase II): Frequently Asked Questions

Question	Answer
I see a lot of changes within the Business Management & Administration Career Cluster. What do these changes represent?	<p><i>Introduction to Business & Marketing</i> (formerly <i>Business Principles</i>) is currently in development as a revised/renamed course and will serve as the foundational course for nearly all Business Management & Administration, Finance, and Marketing programs of study (POS).</p> <p>This course is intended to provide students with a common set of fundamental knowledge and skills in business, marketing and finance. This foundation will provide students more choice and options as they consider and advance in one of these three career clusters. The common course will also allow districts more flexibility with teacher assignments.</p> <p>Course content includes career exploration, business concepts and operations, foundational financial literacy, marketing concepts, and social responsibility of business. Standards for this course are currently in draft form and will be available to teachers, administrators, and other stakeholders for review and comment during the open public comment period starting in January 2015.</p> <p>Another new course, <i>Business & Entrepreneurship Practicum</i>, will serve as a capstone experience for all Business and Marketing POS. This course is structured to allow students the creativity to develop, launch, and market original business ideas.</p> <p>The standards in this course can also be used to promote student participation in a Work-Based Learning (WBL) experience through an internship or other off-campus arrangement. These standards will also be available for review and comment starting in January 2015.</p>
In the first draft of the 2015-16 Programs of Study, I did not see the <i>Computer Applications</i>	<p>No. We heard feedback from a significant number of districts about the benefit these courses provide to their students. To respond to this feedback, we have created a new Office Management program of study in the Business Management & Administration career cluster that includes both <i>Computer</i></p>

<p>course or the <i>Advanced Computer Applications</i> course in a Business program of study. Have these courses been retired?</p>	<p><i>Applications</i> and <i>Advanced Computer Applications</i>. This POS is meant to prepare students to obtain an industry certification in software operation, such as Microsoft Office Specialist (MOSS), participate in postsecondary work in office, technology, or administrative management, and develop the skills needed for careers in these fields.</p> <p>In addition to this new POS, <i>Computer Applications</i>, will remain a general CTE elective, open for use as an enhancement to any career cluster courses, and encouraged specifically for students in 8th and 9th grade, to develop valuable computer skills necessary across industries. Dual credit and dual enrollment opportunities will also remain for <i>Advanced Computer Applications</i>.</p>
<p>I no longer see <i>Administrative Management</i> in the draft POS document. Is this course being retired?</p>	<p>Yes. The skills identified in postsecondary office, technology, and administrative management programs are now covered in the new Office Management program of study, which includes <i>Computer Applications</i>, <i>Business Communications</i>, <i>Business Management</i>, and <i>Advanced Computer Applications</i>. Teachers are encouraged to use this program of study to develop these skills.</p> <p>Students who have already progressed through several courses in the old “Administrative and Information Support” program of study can be grandfathered into either <i>Business Management</i> or <i>Advanced Computer Applications</i> to complete their concentrations.</p> <p>Teachers are encouraged to use either <i>Advanced Computer Applications</i> or <i>Business & Entrepreneurship Practicum</i> as a capstone, project-based learning course to teach important information management skills in a real-world, contextual way.</p>
<p>I don’t see <i>Interactive Multimedia Design</i> included in the revised courses in either the Business or Arts, A/V Technology & Communication clusters. Was this course retired?</p>	<p>Yes. Standards in this course were duplicative of standards in the Digital Arts & Design program of study. Existing <i>Interactive Multimedia Design</i> content is now represented throughout the newly revised <i>Digital Arts & Design</i> program of study. Specifically, content can be found in: <i>Digital Arts & Design I</i> standards 2-4, 6-12, 15-17, 20-22, 25; <i>Digital Arts & Design II</i> standards 7, 10, 12-13, 16-18; and <i>Digital Arts & Design III</i> standards 5-6, 22-24.</p> <p>Business teachers with the 476 endorsement may teach Digital Arts & Design courses if they also hold the industry certification required for Digital Arts & Design (ADDA Certified Digital Designer). Teachers who have used this course for more project-based learning, may be better suited teaching <i>Advanced Computer Applications</i> or <i>Business Communications</i> in its place.</p>
<p>I can’t find the <i>Sports and Entertainment</i></p>	<p>Yes. Previously, we had a significant amount of duplication and crossover between the Hospitality & Tourism and Marketing career clusters. To ensure</p>

<p>Marketing course or the Travel and Tourism Operations course. Were these courses retired?</p>	<p>we have courses that better prepare students to be successful in these two fields, we have developed new courses and programs of study that more clearly lead to specific careers.</p> <p>Standards previously covered in <i>Sports and Entertainment Marketing</i> can now be found in the new <i>Hospitality Marketing</i> course, standards 5, 7-9, 13-15; and throughout the entirety of the <i>Event Planning & Management</i> capstone course. This capstone course provides an opportunity for teachers to choose a partnering organization that best meets their students' needs, and could include a sports organization, concert promoter, or other company that operates in the hospitality and tourism industry.</p> <p>Standards previously covered in <i>Travel and Tourism Operations</i> are now covered throughout the <i>Hospitality and Tourism Management</i> program of study.</p> <p>Existing marketing students who are interested in sports marketing or travel and tourism should be encouraged to focus on these fields through the <i>Event Planning & Management</i> capstone course. Potential students interested in pursuing one of these career fields should be encouraged to complete the <i>Hospitality and Tourism Management</i> program of study. Basic marketing concepts from <i>Marketing I</i> and <i>Marketing II</i> are covered throughout this program of study to ensure students have the knowledge they need to be successful.</p>
<p>What courses are considered Work-Based Learning (WBL)?</p>	<p>We believe work-based learning can be incredibly valuable for all students, regardless of their chosen program of study or elective focus area. Because of this, we have several options for students to participate in, and earn credit for, on-site and off-site work experiences through WBL courses. Some WBL courses are specific to CTE Career Clusters (such as <i>Engineering Practicum (6141)</i> in the STEM cluster and <i>Supervised Agricultural Experience (5964)</i> in the Agriculture cluster), and must be taught by a teacher with the related CTE endorsement who has earned the WBL Certificate.</p> <p>The <i>Work-Based Learning: Career Practicum (6105)</i> course may be used in any elective focus or CTE program of study and can count towards CTE concentrator status. For more information on our work-based learning programs, please visit http://tn.gov/education/cte/work_based_learning.shtml.</p> <p>Please refer to course documents for course-specific requirements: http://www.tn.gov/education/cte/clusters.shtml.</p>